

**ROYAL BOROUGH OF  
KINGSTON UPON THAMES**

**ANNUAL REPORT**

**CHIEF TRADING STANDARDS OFFICER**

**2005/2006**

**COMMUNITY SERVICES DIRECTORATE**

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**The Annual Report**  
**of**  
**E R Forsyth**  
**Chief Trading Standards Officer**  
**Royal Borough of Kingston upon Thames**

This report is a commentary of the work of this Department for the year ending 31st March 2006 for the information of members and as a report to the Secretary of State for Trade and Industry as required by section 70(1) of the Weights and Measures Act 1985.

## INTRODUCTION

*Informed confident consumers*  
*Informed successful businesses*  
*A fair and safe trading environment*  
*Efficient, effective and improving Trading Standards Service*

These are the Government's four key objectives for Trading Standards Departments that complement Kingston Council's aims of:

*Working in Partnership*  
*Caring for the Environment*  
*Developing Education and Lifelong Learning*  
*Enhancing the Quality of Life*  
*Putting People first*  
*Providing Best Value*

The Trading Standards Department helps meet these by ensuring that a system of fair and safe trading operates in this Borough. During the year 2005–2006, the key areas of work that this Department has undertaken to meet these aims continued to be:-

- routine visits to trade premises
- improved access to consumer advice services
- individual projects carried out with neighbouring authorities to address specific issues
- national campaigning work

However, the Department has also again been heavily involved in high profile issues of anti-social behaviour - the continuing work to help combat sales of alcohol to underage children and the campaign to press the Government to legislate for quieter, less powerful fireworks.

This Annual Report reviews in narrative how Kingston's Trading Standards Department has addressed both national and local aims and provides the statistical information required under the National Performance Framework.

## Working in Partnership

Working in partnership with neighbouring authorities and other organisations is seen as a vital tool in the way this Department carries out its duties. Working with others ensures the benefits associated with larger groups carrying out tasks whilst retaining the important element of local working. As part of National Consumer Week, the Department facilitated a meeting of local organisations including Citizens Advice (CAB) and Age Concern, as well as Consumer Direct (London) to promote good working relations and best practice in referrals of consumer complaints.

Last year a number of projects were planned and implemented by the Trading Standards Departments of the seven South West London Boroughs. These included unsafe toys, Estate Agents “flyboarding”, checks on newspaper adverts offering credit and tobacco advertisements.

Checks carried out in one borough raised issues about toy safety. Targeted tests were carried out on cheap imported electric toys and although a number failed, none in Kingston was found to be sufficiently dangerous for legal action to be taken. However the joint project did reveal that a number of the non-compliant toys were being imported through a common group of importers based in a particular West London area and this intelligence was passed on to the local Trading Standards Department for action.



**Partnership working**

The practice of some Estate Agents displaying their "For Sale" or "Sold" boards when they have no properties for sale has long been of concern to local residents and reputable Estate Agents. A South West London project investigated this and over 650 boards were reviewed in areas where complaints had been received or there was a known flyboarding problem. Many boards are advertised on main commuter routes or outside large blocks of flats where occupants would not know whether the boards were genuine or not.

After having taken details, 31% of boards monitored were removed after a letter was sent to agents advising them of their obligations under the Trade Descriptions Act 1968 and the Town and Country Planning (Control of Advertisements) Regulations 1992. Further checks were carried out on the boards that remained and across South West London 21 estate agents were involved in follow-up investigation for 45 boards.

One of the main problems discovered was the lack of adequate systems employed by estate agents to monitor their boards and the lack of written records showing their instructions to board companies. Agents have been advised of the importance of this as previous court cases taken in other parts of London have resulted in fines of thousands of pounds.

Cancer is one of the biggest killers in this country and enforcement of tobacco control legislation continues to be high on our priority list. Another South West London project concerned ensuring that retailers were complying with new Regulations restricting tobacco advertising in shops. It was pleasing to note that of the 184 premises checked in South West London, only 9 were not fully complying at the time of inspection.

Purchasing goods and services on credit is now more commonplace than ever before. However the Office of Fair Trading (OFT) has had concerns over what businesses were permitted to include in their credit advertisements and were instrumental in revising the law in this area. The new Regulations were brought into force and Trading Standards Departments were asked to review implementation. A project was carried out and in Kingston checks were made of credit adverts in newspapers, on retail premises and on the Internet. Around 50% were found not to comply with the new, tighter regulations. Letters of warning have been sent to those not complying and follow up checks will be made.

The introduction by the Department of Trade and Industry (DTI) of the new national consumer helpline "Consumer Direct" is probably the most important single improvement in consumer protection in a decade. Now fully implemented in London it is helping free up officer time to deal more fully with the problems of local consumers, whilst offering a first level service that is planned to assist around 80% of callers. In Kingston, all calls to this Department are automatically switched to this new service.

## Care for the Environment

Most legislation enforced by this Department affects the environment to some extent however the Packaging (Essential Requirement) Regulations [P(ER)R] looks to tackle it full on. This European based legislation is designed to reduce to the minimum the amount of packaging associated with goods. However the legislation is felt by many to be too loose to be properly enforceable. Officers from Kingston decided to tackle enforcing this piece of legislation in a novel way. In order to try to ensure that the packaging designers of tomorrow were aware of it and could see the benefits of complying, it was to promote this through a competition.

One of Kingston's Graduate trainees was able to assist, and advice from Kingston University showed that the best way to take this forward was by joining up with a national organisation that ran similar competitions. The one suggested was the Royal Society of Arts (RSA). The RSA was approached and agreed to take this on and found secondary sponsors including Waitrose Ltd.

The competition was launched and entries were of excellent standard, showing innovative and thought provoking designs. Colleges from Edinburgh to Cornwall were represented and included students from Hong Kong, China, France and Austria as well as throughout the UK.



### Judging the competition

The RSA called the panel of judges together to adjudicate on the 28 entries. The panel was chaired by Ed Mayo, Executive Director of the National Consumer Council and included Mark Barthel, Special Adviser, Waste & Resources Action Programme (WRAP) and Cllr Liz Shard Kingston's Executive member responsible for Environmental matters.

It is estimated that if taken up by manufacturers, the entries would reduce landfill waste by thousands of tonnes. One suggested replacing toothpaste tubes and cardboard outers with toothpaste capsules in a recycled and recyclable container. Another replaced traditional cellophane wrapping for cut flowers with nutrient impregnated solar dissolvable paper.

However the entry by Jane Anderson of the University of Lincoln for her “EcoEgg” resonated with the Kingston judges. Jane’s research confirmed the excess packaging of Easter Eggs. Her design of an Easter Egg for young children not only had biodegradable packaging but also encouraged young children to recycle. The chocolate egg was protected by an attractive corn starch shell which the young user was encouraged to bury in the garden to provide “food for the grass for the Easter Bunny”. Product information was contained on a surrounding card made from recycled paper that also contained a voucher for an educational storybook obtainable from bookshops. On learning of her award Jane said, “I’m really pleased to have won this award and think it great that Kingston Council have done this. Even as a design student I was not really aware of these Regulations, however I and many other students are now. My research has shown that with modern materials you can comply with Regulations without compromising your design and I’m going to use this award to help to try to sell the “Eco Egg” to the big confectioners.”



**Competition winner Jane Anderson & her EcoEgg with RSA Vice President Andrew Summers**

For a modest outlay, this Department was able to work with a prestigious national organisation, the Royal Society of Arts, promoting the benefits of compliance with P(ER)R to Design colleges throughout the UK and to students from different nationalities. Officers are now working with other colleagues to help Jane discuss her design with a large confectioner and will be publicising the project in local government publications.

## **Enhancing the Quality of Life**

A recent MORI survey has shown that in Kingston, fear of crime is of high concern to a significant percentage of residents. Officers identified some years ago that anti social behaviour linked to alcohol and fireworks are two key areas this Department can play its part in addressing.

### **Alcohol**

Having successfully participated a few years ago in persuading the Government to amend legislation to allow Trading Standards Officers to organise test purchasing to check for sales to underage children, Officers again planned to carry out a series of test purchases with the assistance of young volunteers. However, during the autumn, the Home Office announced that it would be carrying out an Alcohol Misuse Enforcement Campaign (AMEC) and that Trading Standards Departments would be participating. The Home Office then announced shortly before the project started, that Kingston was one of the two high risk areas in London. Officers accordingly had to revise work programmes at very short notice in order to implement a series of test purchases at the week-end evenings during November and December. Again it is pleasing to note that of the 70 test purchases attempted during this period only 5 sales were made. Although these 5 sales were 5 too many, this failure rate of only 7% compares favourably with the national failure rate of about 24%. A change of tactic was made during these test purchases and uniformed Police Officers were requested to accompany the Trading Standards team and issue an £80 fixed penalty notice immediately to the person making the sale, leaving the Trading Standards staff to make follow up enquiries with the licensee.

Carrying out these test purchase sweeps is labour intensive and so Officers were pleased that for one evening they were assisted by Tony Sims, DTI Director of European and International Policy, who had asked to visit Kingston to see how Trading Standards really worked.



**DTI Director assisting with test purchasing**

During the year there were two prosecutions for sales of alcohol and, in another new method of working, following their prosecution, both were called in for interview by the Chief Trading Standards Officer and the Borough's Licensing Officer, who warned them of their future conduct and that any further sales to underage children could result in their licence being called in for review.

It would not be possible to carry out this type of enforcement work without the assistance of young volunteers. Officers were particularly grateful that the Mayor agreed to award certificates of thanks to the young people who assisted in this work, in the presence of their parents, highlighting the importance the Council sees to this work.



**Awards in the Mayor's Parlour to volunteer test purchasers**

## Fireworks

It is not always young hooligans who are responsible for anti social behaviour with fireworks as the setting off of loud fireworks at celebrations late at night can be very distressing for older people and pets.

Following this Council's "Lavinia's Law" campaign for safer, quieter fireworks, research was commissioned to be carried out by Kingston University in 2004 to ascertain the public's views on fireworks.

The research demonstrated that:-

- 43% felt that the noise level of the loudest "non-professional" firework (Category 2 & 3) was louder this year than last even though the allowable noise level had been reduced.
- 33% felt that the noise level of the loudest "non-professional" firework (Category 2 & 3) was unacceptable.
- 44% were not aware of the curfew.
- 39% did not believe the curfew had been complied with
- 68% thought the times of the curfew about right.
- 26% reported that a household pet had been frightened by a firework this year.

A report on these findings was sent immediately to the DTI who subsequently responded that they felt the new legislation was "bedding in".

In view of this the survey was repeated in 2005 with the following findings:-

- 52% felt that the noise level of the loudest "non-professional" firework (Category 2 & 3) was louder this year than last.
- 40% felt that the noise level of the loudest "non-professional" firework (Category 2 & 3) was unacceptable.
- 63% were not aware of the curfew.
- 59% did not believe the curfew had been complied with.
- 68% thought the times of the curfew about right.
- 28% reported that a household pet had been frightened by a firework this year.

These findings, showing that the public were more dissatisfied than last year, were again sent to the Department of Trade and Industry; a reply is still awaited.

For a number of years this Department has been organising the very popular free electric blanket safety check day for older people, yet again, a high percentage of blankets did not meet the safety standards. However this failure rate of 36%, although slightly higher than the previous year, does indicate a decline over the years from the 55% failure rate in 1998. Officers continue to give the message that if an electric blanket is over 12 years old it is unlikely to have a thermal fuse and should be replaced. Those with blankets that did not meet the standard were issued with a coupon entitling them to a discount on a new blanket and the offer to safely dispose of their unsafe blanket.

## Putting People First

One of the requests often made to this Department is how to find a reputable tradesman. This has been difficult to respond to, however a new Government backed initiative, "Trustmark" should help assist people to avoid the cowboys. Local traders who are members of reputable trade associations can be found on the Trustmark website [www.trustmark.org.uk](http://www.trustmark.org.uk) or by calling Consumer Direct on 08454 04 05 06.

Regular visits to trade premises are seen as the bedrock work of this Department. These visits rectify minor non-compliances immediately, educate retailers about new issues, provide intelligence and help ensure the good working relationship with local retailers. The vast majority of matters are dealt with immediately and on-site; fewer result in written "traders notices" informing that matters must be rectified; fewer still will receive formal warnings, however a few will be prosecuted when serious matters are discovered.

During the year there were two instances where traders found themselves in court when they deliberately disobeyed instructions from Officers. In one, despite warnings, a Korean video rental shop continued renting out Korean language videos when they had not been age classified by the British Board of Film Control. The Director and the Limited Company were each fined £2500.

Another instance involved the sale of "blunts", tobacco tubes used to contain smoking material. The proprietor of this Surbiton based business was advised that it was illegal to sell this product for safety reasons, however, acting on a tip off, officers attempted a test purchase. Magistrates fined the proprietor £200 having heard that she told the officer carrying out the test purchase, "I'm not supposed to be selling this because of Trading Standards".

A safety prosecution was also taken during the year when a woman received facial burns having used a facial depilatory cream that turned out to have been produced for use in other countries and contained no instructions on use in English. Investigations revealed that the retailer had received stocks of the instructions to attach to the packs, but due to poor internal procedures this had not happened. The company was fined £2500.

However one of the most important matters addressed by Officers during the year was not dealt with through the criminal court system. Officers had had concerns for some time about the mens clothing chain "The Officers Club" and their apparently permanent "70% off everything" sale. Over a period of months officers gathered information about the pricing history of selected goods. Then, having decided that although misleading, a prosecution under trading standards legislation would be difficult, the Office of Fair Trading was approached to take action. After a lengthy investigation by the OFT, the matter was taken before the High Court who agreed that in order for 70% reduction signs to be allowed, the goods would have to be on sale at that price in significant quantities and for a sufficient length of time at more outlets. The OFT's new Chief Executive, John Fingleton has stated that he sees the "Officers Club" as being a case of great importance.

## Education and Lifelong Learning

The benefits of the Government's objective of "Informed Confident Consumers" are self evident and much work has been carried out during the year to help meet this, including talks to groups, press releases and better provision of an informative website.

Informing both business and consumers of issues through the media is seen as important and each year a regular supply of press releases are passed to the Council's Press Office to process. This year media coverage has included a variety of issues including scams, fireworks, safety warnings, prosecutions and, somewhat unusually, an interview for Korean TV on the supply of illegal Korean videos. As part of National Consumer Week, officers, working with colleagues from Social Services and Age Concern, helped fund the purchase and distribution of a booklet, "Think Twice", specifically designed to help older people avoid being "ripped off".



**National Consumer Week launch of Think Twice booklet**

As always officers continue to work closely and well with Kingston Police. As well as cooperating on operational matters the Department has also assisted with publicity on a number of matters including a knives and replica guns amnesty. Officers were also happy to provide a series of briefings to all Kingston's Police Officers over a 12 week period. Although a significant expenditure of Officer time, it was felt that this training will provide benefits in an even better Police response in coming months and years.

Internal training and liaison is also viewed as very important and during the year all officers received a variety of training. Most importantly, following a fundamental review of the national training process, two Consumer Affairs Officers have now started training that will lead to professional qualification as a Trading Standards Officer. This is a vital step to ensure the continuing provision of qualified staff for the Department and is in line with the Council's "Grow your own" policy.

## **Best Value**

Following on from the complimentary Peer Review of last year, the Department's work has been scrutinised by the Residents' Services Overview Panel where the Chair, on behalf of the Panel congratulated the Trading Standards Department for the way it undertook its duties and the efficient way in which it communicated with all the organisations that it needed to work with.

Officers are required to supply a number of statistical returns and it is noteworthy that in most areas of work Kingston's returns indicate that the Department continues to rank among the higher achievers in London whilst at the same time keeping running costs to the minimum. For example, the DTI's measurement of consumer satisfaction with the way requests for assistance have been dealt is likely to continue to rank Kingston in the upper quartile whilst financially, the combined managerial and clerical costs are the seventh lowest and the overall cost of running the Department the twelfth lowest in London.

During the year satisfaction surveys were again undertaken from those consumers and businesses who had used our services. The results again demonstrated a high level of satisfaction.

The survey of consumers who had asked for assistance showed:-

77% of respondents who replied were satisfied with the overall level of service they received.

86% of respondents who replied were satisfied with the time taken to deal with their enquiry.

87% of respondents thought it was easy to make initial contact with Trading Standards.

64% of respondents who replied thought they were now better equipped to deal with future problems.

Ensuring that goods sold to the public are safe was seen as the most important priority for this Department

The survey of local businesses which had been inspected showed:-

All respondents were satisfied with the service they received and thought the officers polite and courteous.

96% believed they were treated fairly at all times.

81% thought Trading Standards an assistance to their business whilst only 2% believed it to be a burden.

Checking sales of age restricted goods was seen as the most important priority for this Department.

A Consumer Support Network funded street survey of consumers carried out by Kingston University and published in February 2005 concluded:-

20% of Kingston residents reported that they had had a significant consumer problem during the past 5 years.

80% of those who had contacted the Department for assistance reported that their problem was either fully or partially resolved – significantly higher than those who had sought assistance elsewhere or not at all.

62% reported that they felt better equipped to deal with future problems compared to 37% from those approaching other organisations.

These reviews and surveys indicate the need and benefit Kingston residents obtain from this cost efficient Department.

## **Equality & Diversity**

Kingston is a multi-ethnic borough with a resident population of around 152,000 that includes about 16% from black and minority ethnic groups, with a significant Korean presence in the New Malden area. However the daytime and night-time populations are significantly different and their ethnic breakdown is, at present unknown.

Analysis of incident reporting and prosecution data has indicated a number of issues worthy of further consideration. The supply of Korean videos which failed to comply with age classification legislation had resulted in recent years with a number of seizures and prosecutions. Officers identified this trend and, wishing to try to reduce it by education, sought the assistance of Man-Kyu Lim, from the Korean Embassy, to disseminate information about this legislation to the Korean Resident's Group and wider through an article in Korean language newspapers. An interview was also subsequently given to Korean TV.

Officers have also reviewed the apparent disproportionate numbers of prosecutions against black and minority ethnic people particularly in the sale of alcohol to those under 18. Initial results indicate that there is a disproportionately high percentage of black and minority ethnic people running “off licences” and it is therefore not surprising that any resulting prosecutions are of a similar very high percentage. It is not believed there are significant language issues at “off licences”, however Officers will continue to focus education to these traders face to face during routine inspection or during visits specifically to discuss under age sales, and will also continue the new system of calling in the licensee following any prosecution. Officers have reviewed the system for identifying which premises to test and are satisfied that if they have not been selected at random or as part of a complete area check, then they are selected as a result of apparently reliable intelligence or as a follow up from a previous sale. We will ensure that the information gathered is analysed and any differential impact on the equality target groups will be studied and appropriate action will be undertaken. This will also assist us to be proactive in providing support, building positive relationships with the business communities and working towards minimising legal actions we have to take.

## **Conclusion**

This has yet again been a very busy year with the results of earlier reviews bedding in and staff continuing to operate in professional and innovative ways. The future supply of qualified staff has been a worrying issue for a number of years, however, in Kingston, as in the rest of London, for the first time in a decade there are now staff studying to become Trading Standards Officers. Kingston’s Trading Standards Department is now becoming well placed to continue to provide the services required by local businesses and consumers and Officers are looking forward to another year of ensuring that a system of fair and safe trading operates in this borough

**Royal Borough of Kingston upon Thames  
Trading Standards Statistics 2006**

**SECTION A – GENERAL DATA**

<b>Base Data</b>	
<b>Risk Assessment (Number at 1 April 2006)</b>	
High Risk Trading Businesses	26
Medium Risk Trading Businesses	796
Low Risk Businesses	2335
<b>Total Number of Businesses with a Trading Standards Risk</b>	<b>3157</b>

**SECTION B – ~STAFFING**

<b>Actual Staff Employed</b>	<b>FTE at 1 April 2005</b>	<b>FTE at 1 April 2006</b>
Managerial Staff	0.7	0.7
Staff employed directly on service provision	9.2	9.2
Administrative and Clerical (Direct Support)	0.8	0.8
<b>Total Number of Staff</b>	<b>10.7</b>	<b>10.7</b>
<b>Breakdown</b>		
	<b>FTE at 1 April 2005</b>	<b>FTE at 1 April 2006</b>
Number of Trading Standards Officers	5.9	5.9
Number of Trainee Trading Standards Officers	0.0	0.0
How many of those are undergoing APEL?	2.0	2.0

## SECTION C – EXPENDITURE

Expenditure	2005/06 Outturn	2006/07 Estimates
<b>Employees</b>		
Direct employee costs comprising :	<b>£'000</b>	<b>£'000</b>
Managerial	60	65
Staff employed directly on service provision	373	388
Administrative and Clerical	21	21
<b>Indirect employee costs comprising :</b>		
Training	5	3
Other	0	0
<b>Total Employee Expenses</b>	<b>459</b>	<b>477</b>
Premise Related Expenses	0	0
Transport Related Expenses	11	12
Supplies and Services	20	27
<b>Third Party Payments</b>		
Sample Testing and Analytical Costs,		
Food Standards	0	0
Agriculture	0	0
Safety	0	0
Other sampling, testing and analytical costs	2	2
All Other Third Party Payments	1	1
<b>Total Third Party Payments</b>	<b>3</b>	<b>3</b>
Support Services	121	146
Capital Charges	0	0
<b>Total Expenditure</b>	<b>614</b>	<b>665</b>

<b>Expenditure continued</b>	<b>2005/06 Outturn</b>	<b>2006/07 Estimates</b>
<b>Income</b>	<b>£'000</b>	<b>£'000</b>
Income from Prosecution Costs	2	2
Income from specific grant	0	0
Income from grants received to undertake DEFRA service level agreement work	0	0
Other Income	27	36
<b>Total Income</b>	<b>29</b>	<b>41</b>
<b>Total Net Cost on Service</b>	<b>585</b>	<b>629</b>

#### SECTION D – WORKLOAD DURING THE FINANCIAL YEAR 2005/06

<b>Consumer Contact</b>	<b>Number</b>
Number of consumer led advice enquiries and complaints	2,230
<b>Business Contact</b>	
Number of business registered for business rates	4,647
Number of business registered on your database	3,170
Number of requests for advice from business	26
Number of referrals made to Home Authority	55
<b>Total number of all enforcement activities</b>	<b>1,282</b>

**SURVEY OF CONSUMERS WHO HAVE REQUESTED ASSISTANCE  
FROM THIS DEPARTMENT**

**Performance Measure 1 – Informed Confident Consumers**

**How satisfied are you with our overall level of service?**

Very satisfied	56%
Fairly satisfied	21%
Fairly dissatisfied	5%
Very dissatisfied	10%
Don't know	8%

**Did we give you information/advice that was easy to understand?**

Very easy	67%
Fairly easy	26%
Fairly difficult	7%
Very difficult	0%
Don't know	0%

**How informative did you find our staff?**

Very good	59%
Fairly good	29.5%
Fairly poor	4.5%
Very poor	7%
Don't know	0%

**Did we treat you fairly at all times?**

Yes	91%
No	7%
Don't know	2%

**Were our officers courteous and polite at all times?**

Yes	89%
No	0%
Don't know	11%

**How easy was it to make initial (your first) contact with us?**

Very easy	64%
Fairly easy	22%
Fairly difficult	7%
Very difficult	7%
Don't know	0%

**Were you aware of the Trading Standards Service before you had this contact with us?**

Yes	91%
No	9%
Don't know	0%

**Did you know it is possible to complain about Council services, including Trading Standards, through our service complaints procedure?**

Yes	38%
No	55%
Don't know	7%

## SURVEY OF BUSINESSES INSPECTED BY THIS DEPARTMENT

### Performance Measure 2 – Informed Successful Business

#### How satisfied are you with our overall level of service?

Very satisfied	62%
Fairly satisfied	34%
Fairly dissatisfied	2%
Very dissatisfied	0%
Don't know	2%

#### Did we give you information/advice that was easy to understand?

Very easy	67%
Fairly easy	31%
Fairly difficult	0%
Very difficult	0%
Don't know	2%

#### How informative did you find our staff?

Very good	60%
Fairly good	38%
Fairly poor	0%
Very poor	0%
Don't know	2%

#### Did we treat you fairly at all times?

Yes	96%
No	2%
Don't know	2%

#### Were our officers courteous and polite at all times?

Yes	94%
No	0%
Don't know	6%

**Did you know it is possible to complain about Council services, including Trading Standards, through our service complaints procedure?**

Yes	42%
No	45%
Don't know	13%

**If we said that your business was not meeting its legal requirements :**

- a Did we make it clear to you what you needed to do to meet the legal requirement?**

Yes	92%
No	0%
Don't know	8%

- b Was our response to this problem fair/reasonable?**

Yes	93%
No	3%
Don't know	5%

**If we have been in touch with your business on more than one occasion, have you been treated consistently on different occasions?**

Yes	79%
No	10%
Don't know	10%

**Were you aware of the Trading Standards Service before you had this contact with us?**

Yes	88%
No	6%
Don't know	6%

## Formal Enforcement Action

Number of informal caution and advice issued in writing	56
Number of formal cautions issued	11
Number of formal undertakings received under Stop Now Orders	0
Number of Stop Now Orders issues	0
Number of prosecutions commenced in period	7

## PERFORMANCE MEASURE 3 : FAIR & SAFE TRADING ENVIRONMENT

### 3.1 Compliance Tables

#### Inspection

<b>Risk Level</b>	<b>No of Businesses assessed as being high risk</b>	<b>No of Businesses inspected within year</b>	<b>No of Businesses found to be compliant on first inspection</b>	<b>No of Businesses brought to a state of compliance by the end of the year</b>	<b>Total number of businesses compliant</b>
<b>High</b>	26	29	15	13	28
<b>Medium</b>	-	412	340	59	399
<b>Low</b>	-	117	94	13	107

## PERFORMANCE MEASURE 4

### EFFICIENT, EFFECTIVE AND IMPROVING TRADING STANDARDS SERVICE

<b>For Staff employed directly on service provision</b>	<b>%</b>
Percentage of staff who undertook some TS professional development in the last year	100
Average number of hours training per officer on professional development	13.8
<b>For all Staff</b>	
Percentage of staff who undertook other skills training in the last year	100
Average number of hours of training per officer on professional development	3.1

<b>Measuring Compliance with Fair Trading and Safety</b>		
<b>Categories</b>	Number of inspections or other enforcement activities carried out within the year for each category where non compliance was noted	
<b>Fair Trading</b>	Trade Descriptions	1
	Pricing	43
	Credit	8
	Other	25
	<b>Total</b>	<b>77</b>
<b>Safety</b>	Product Safety	5
	Underage Sales	20
	Other	5
	<b>Total</b>	<b>30</b>

<b>Measuring Compliance of Weighing and Measuring Equipment</b>					
<b>* Category of equipment</b>	<b>Actual or estimated no of pieces of equipment</b>	<b>No of individual pieces of equipment inspected</b>	<b>No of pieces of equipment found incorrect and a 28 day notice issued</b>	<b>No of pieces of equipment found incorrect and verification mark removed</b>	<b>No of pieces of equipment related to prosecutions or cautions</b>
<b>A</b>	3000	237	44	0	2
<b>B</b>	4	4	3	2	0
<b>C</b>	700	61	7	0	0
<b>D</b>	0	0	0	0	0
<b>E</b>	0	0	0	0	0
<b>F</b>	500	17	0	0	0
<b>G</b>	100	14	2	0	0
<b>H</b>	800	306	0	0	0
<b>OTHER</b>	500000	319946	0	0	0

\* The category is represented by each letter code is defined by in the guidance.

The table lists categories of equipment :

- |   |  |
|---|--|
| <b>A</b> Liquid fuel measuring instruments                        | <b>E</b> Automatic weighing machines all types     |
| <b>B</b> Weighbridges and scales over 5000kg                      | <b>F</b> Weights                                   |
| <b>C</b> Non-automatic weighing machines $\leq 30$ kg             | <b>G</b> Length measures                           |
| <b>D</b> Non automatic weighing machines $> 30$ kg $\leq 5000$ kg | <b>H</b> Intoxicating Liquor Measuring Instruments |

**Other** List on return only 1 or more failed : other categories may include : water meters, bulk fuel meters, sand and ballast measures, simple capacity vessels etc. There may be some aspect of double counting as some equipment that is initially subject to a 28 day notice may later have the verification mark removed. The numbers concerned will not affect the national picture.

<b>Measuring Metrological Compliance in Transactions</b>			
<b>Type of Business</b>	<b>No of businesses liable to inspection</b>	<b>No of businesses visited</b>	<b>Total no of businesses compliant</b>
<b>Packaging Plants</b>	3	2	2
<b>Importers of packaged goods</b>	4	0	0
<b>Business selling bulk products by weight/volume</b>	300	50	49
<b>Retail Outlets</b>	800	450	441

## TRADING STANDARDS PROSECUTIONS

2005 - 2006

Infringe No.	Name	Offence	Fine	Costs
I.212	<b>P Kalra</b>	Misleading price indications x 2 offences Consumer Protection Act s.20(1)  Failed to display business names notice on premises x 1 offence Business Names Act s.4(1)(b)	2 x £100 = £200  1 x £50	£255
I.224	<b>Mrs J H Her</b>	Possession for supply of unclassified video works x 5 offences Video Recordings Act 1984 section 9(1)  Supply of unclassified video recording containing false indication as to classification x 5 offences - Video Recordings Act 1984 section 14(1) - Withdrawn	5 x 500 = £2,500	£167.50
I.224	<b>Maru Limited</b>	Possession for supply of unclassified video works x 5 offences Video Recordings Act 1984 section 9(1)  Supply of unclassified video recording containing false indication as to classification x 5 offences - Video Recordings Act 1984 section 14(1) - Withdrawn	5 x 500 = £2,500	£167.50

<b>Infringe No.</b>	<b>Name</b>	<b>Offence</b>	<b>Fine</b>	<b>Costs</b>
I.225	<b>99p Stores Limited</b>	Labelling on cosmetic product failed to comply with regulations which state that the labelling must be in English. Consumer Protection Act 1987 s.12(3) Cosmetic Products (Safety) Regs 2004 as amended x 1 offence  Offence 2 withdrawn	£2,500	£503
I.251	<b>S Subanathan</b>	Sold alcohol to a person under the age of 18 Licensing Act 1964 s.169A(1)	£350	£182
I.257	<b>S Patel</b>	Sold alcohol to a person under the age of 18 Licensing Act 1964 s.169A(1)	Conditional Discharge	£297
I.249	<b>N Aitchison</b>	2 offences of selling tobacco products, blunts, which did not carry the required safety warnings & other information. Consumer Protection Act 1987 s.12(3) & Reg 7,10 &14 of the Tobacco Products (Manufacture, Presentation & Sale) (Safety) Regs 2002	£100 x 2 = £200	£200

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